

Situation Analysis of Yunnan's Rural Cultural Revitalization under the Guidance of the Rural Revitalization Strategy

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Abstract: The 19th National Congress of the Communist Party of China proposed the rural revitalization strategy for the first time, which is a major strategic decision for solving the “three rural” issues in China in the new era. It has pointed out the development direction for rural construction in our country and provided an important historical opportunity for the prosperous development of rural culture. Revitalizing rural culture is an important component and necessity of the rural revitalization strategy. The construction goals of “rural customs”, “moral governance”, and “livable environment” in rural areas mentioned in the 19th National Congress report are closely related to the construction of rural culture and complement each other. Based on the analysis of the internal requirements of the rural revitalization strategy for the development of rural culture, this article studies the challenges faced by the construction of rural culture in Yunnan, China, in order to provide reference for the policy-making of comprehensive promotion of Yunnan's rural cultural revitalization.

1. Introduction

In the development process of human society with industrialization and urbanization, rural development is a universal issue worldwide. As cities gradually become the center of industry, population, and resource aggregation, rural areas are gradually marginalized, and urban-rural areas are trapped in a vicious cycle of certain opposition [1]. Therefore, to a large extent, rural issues are actually urban-rural disparity issues [2]. The proposal of the rural revitalization strategy in China aims to break the urban-rural binary structure through the priority development of agriculture and rural areas, and promote the sustainable and healthy development of agriculture fundamentally, to promote the coordinated and integrated development of urban and rural areas. Revitalizing rural culture is an important foundation for achieving the goals of the rural revitalization strategy. Rural culture is the core of rural economic and social development. Only by revitalizing rural culture can rural revitalization be achieved. From a global perspective, industrial civilization has driven the development of cities, and rural revitalization cannot be achieved without the revitalization of rural culture. The transformation of rural culture has always had a huge impact on the development of the entire rural society in China [3]. Research on European and American countries also shows that culture has multiple impacts on human behavior and rural economic and social transformation, and is an important factor in determining rural development [4]. As an agricultural province with a long history of farming culture and prominent ethnic diversity, Yunnan Province needs to revitalize rural culture during the implementation of the rural revitalization strategy, in order to solidify the cultural foundation for achieving the goals of agricultural prosperity, rural prosperity, and spiritual affluence of farmers.

Revitalizing rural culture is an inherent requirement and inevitable choice for rural revitalization. The purpose of rural revitalization is to reverse the status of rural areas being subordinate to cities, establish new urban-rural relations, promote urban-rural integration. However, due to the “harmony in diversity” ethical rules between local civilization and urban civilization [5], to achieve urban-rural integration and promote rural revitalization, it is necessary to systematically reshape rural culture and promote rural cultural revitalization. Especially, it is necessary to address the cultural fragmentation and impact caused by the loss of young rural migrant workers and the prevalence of left-behind populations, promote rural cultural revitalization through the construction

of rural cultural communities [6], thereby stimulating the inherent potential of rural areas, shaping the modern style of villages, rekindling vitality of local society, restoring harmony in local order, and achieving the goals of rural revitalization [7]. Revitalizing rural culture is the top priority for achieving the goals of the rural revitalization strategy. The transformation of the primary contradictions in domestic society in the new era and the continued accumulation of rural issues make the revitalization of rural culture extremely urgent. The hollowing-out of agriculture and rural areas poses severe challenges to rural cultural revitalization, such as monotonous cultural life, weak interpersonal relationships, broken cultural inheritance, and misplaced values [8], the spread of illegal preaching, and the gradual weakening of socialist ideology [9], etc. Rural public cultural construction urgently needs to be strengthened. Meanwhile, rural culture is closely related to the production mode and living order of rural areas. Only through the reshaping of rural culture can the current problems of rural cultural material carriers being impacted and moral ethics being gradually deconstructed be solved, and the obstacles of rural culture to the transformation of agricultural production structure and the constraints on the transformation of rural lifestyles be fundamentally removed, to achieve the construction goals of rural civility [10].

Reshaping rural culture is the fundamental guarantee for achieving the goals of agricultural and rural modernization. Rural culture is an important influencing factor in promoting rural prosperity and revitalization. Only through the reshaping of rural culture can rural areas truly become a rational living place that continues history and tradition, remembers nostalgia, sees hope, and grasps happiness [7]. Reshaping rural culture can also help to address the disappearance of local characteristics and the decline of local forms, and create a favorable atmosphere for developing a “returning-geese economy” in rural areas [11]. By strengthening the integration of rural culture and modern civilization, reshaping rural culture can reverse the trend of the fragmentation of traditional culture, the underdevelopment of regionalism, and the hollowing-out of local areas. It can also shape harmonious social relations and mainstream values in rural areas, achieve the integration and development of rural culture and urban civilization, and provide power and guarantees for the construction of a new urban-rural relationship and the comprehensive revitalization of rural economy and society.

Based on the existing research, this project proposes to take the construction of rural culture as an inherent requirement for achieving the goals of rural revitalization strategy and an important measure and fundamental guarantee for resolving obstacles to agricultural and rural modernization. Through analyzing the development dilemma of rural culture in the new era of the province under the guidance of rural revitalization strategy, the value orientation and fundamental tasks of rural culture reshaping, and focusing on the three major positions of Yunnan Province proposed by the central government, this project aims to propose policy measures and ideas to promote rural revitalization, regional development, and national unity and cooperation through the power of rural culture reshaping.

2. The Rural Revitalization Strategy Has Inherent Requirements for the Development of Rural Culture

Rural cultural construction is an inherent requirement for achieving the goals of rural revitalization strategy and an important measure and fundamental guarantee to resolve the obstacles to modernization of agriculture and rural areas. In order to achieve the goal of rural revitalization, it is necessary to resolve the development difficulties of rural culture in the new era, reshape rural culture, and address the conflicts and moral dilemmas in rural culture. It is also necessary to formulate development strategies and policy measures for reshaping rural culture, clarify the value orientation and basic tasks of rural cultural reshaping under the guidance of rural revitalization strategy, stimulate the vitality of rural society, and provide fundamental guarantee for achieving the goals of rural revitalization strategy.

2.1 Rural Civility is the Banner and Direction of Rural Revitalization

As the overall style of rural culture, rural morality embodies the values, norms of behavior,

family, clan, and social order in rural areas. The transformation of rural morality must be premised on the improvement of rural living standards, the improvement of production conditions, and the reshaping of rural social order. Therefore, rural morality and ethics are the starting point of rural construction in the new era and the banner and direction of rural revitalization. Only by promoting the moral order of rural love, respect for the elderly, and mutual assistance among neighbors, maintaining a harmonious, stable, and safe social order, restoring a beautiful and livable natural environment, can rural areas retain their nostalgia, support population and industrial development, and provide a solid foundation for rural revitalization.

2.2 The Primary Task of Rural Revitalization is to Revive Rural Culture

The background of the rural revitalization strategy is the hollowing out of rural populations, the decline of industries, and the increasing decline of outstanding cultural elements. The decline of rural culture is a concentrated reflection of the overall decline of rural areas. The loss of confidence in rural culture has resulted in a mixed bag of ideas in rural areas, and excellent traditional cultural thoughts and values have not been promoted and inherited, greatly disturbing and restricting the effective operation of rural production and living order. Negative influences such as lack of initiative, alcoholism, gambling, vulgar culture, feudal superstition, etc., have created significant obstacles to rural economic development, poverty alleviation, and the shift towards modernization. The so-called “poverty alleviation first requires education,” and the primary goal of rural revitalization is to stimulate and cultivate a positive and upward spirit in rural residents, strengthening cultural education that promotes “self-improvement as pride and dependency as shame.” This can fundamentally inspire the micro-subject vitality of rural economic and social progress, enabling rural development to enter the fast lane of modernization.

2.3 The Key to Rural Revitalization is to Achieve Mutual Promotion and Prosperity of Urban and Rural Civilizations

Whether domestically or internationally, modern industrial civilization has made rural economies highly dependent on cities. Culturally, rural culture has always been passively influenced and shaped by urban culture. However, this one-way interaction is obviously not enough. The one-way infiltration of urban culture into rural areas is not conducive to the inheritance of excellent rural culture or to the absorption of nutrients by urban civilization from the long-standing farming civilization and rural culture. To achieve rural revitalization, on the one hand, we must break the one-way dependence and subordination of rural industries on urban industries, and on the other hand, establish an effective communication and interaction mechanism between urban and rural cultures to achieve mutual promotion and prosperity of urban and rural civilizations. Only in this way can we truly build the confidence and influence of new era rural culture, and form a self-evolution, self-repair, and self-inheritance mechanism for rural culture, providing effective support for rural industrial development, social progress, and the return of migrant workers to rural areas, ultimately achieving the goal of building a beautiful countryside and rural revitalization.

3. Challenges Facing the Construction of Rural Culture in Yunnan

3.1 The Backwardness of the Rural Economy Leads to the Loss of Confidence in Rural Culture.

It is a universal phenomenon in contemporary society, both domestically and internationally, that the convenience, comfort, and material security levels of urban production and life are far higher than those of rural areas. The backwardness and insufficient development of the rural economy have made the urban-rural gap exceptionally prominent, creating huge contrasts and impacts. Since the reform and opening-up, rural populations have flooded into cities in pursuit of better material conditions and higher living standards. These continuous new urban residents, on the one hand, have obtained incomes far higher than those in rural areas and have received immense material satisfaction. On the other hand, they have also experienced the impact and imbalance of values and

cultural psychology in urban life and the reshaping of values. In this process, the inferiority complex of rural culture caused by the backwardness of the rural economy has generated destructive and infectious impacts among rural individuals, breaking the deeply rooted rural order for a long time, and creating a rupture and crisis in rural social development. Yunnan's rural culture is also deeply trapped in such predicaments.

3.2 The Migration of Rural Population Has Led to a Breakdown in the Inheritance of Traditional Culture.

The migration of rural population to cities and the flow of population from the west to the east are the trends of regional population structure changes in contemporary China. It is also the biggest challenge for the development of rural economy, society and culture. Among the rural population, the traditional rural elite and the young and middle-aged population have the strongest mobility. They are often adventurous, visionary, decisive, and able to seize opportunities and take the initiative. They have received good education and have strong adaptability. They play an important role in the social order and cultural inheritance of rural areas. With the outflow of rural elites and young population, the rural population structure has undergone drastic changes, and the problems of aging and feminization of the rural population have become particularly prominent. The hollowing out of agriculture and rural areas has broken the orderly inheritance and manifestation of rural culture, and has posed a huge challenge to the moral order and social norms of rural culture, which advocates respect, filial piety, and mutual help among neighbors. It has also led to a lack of vitality in the construction of rural culture. To some extent, rural traditional culture has undergone differentiation and mutation in terms of ideas and values, with a lack of people to inherit its values, and rampant disorder and injustice in practice, resulting in various conflicts and difficulties in forming moral culture and social order during this special period when traditional values have been rapidly overturned and new concepts have not been effectively reshaped.

3.3 The Insufficient Supply of Rural Public Cultural Products Leads to a Lack of Cohesion in Rural Areas.

The insufficient supply of rural cultural products is a typical reflection of the insufficient investment in rural finances and the lack of public goods supply. With the development of the economy and society, the importance of spiritual and cultural consumption in people's expenditure structure is increasing. Compared with the huge differences in material conditions between urban and rural areas, the differences and divisions in the supply of spiritual and cultural facilities between urban and rural areas are more prominent. In the economic relationship between cities and rural areas, the diffusion and dispersion of urban production, distribution, exchange, and consumption to rural areas nearby and further away is a natural and common process. This ensures that the economic differences between urban and rural areas have a certain internal convergence possibility. However, in contrast to the economic relationship between urban and rural areas, the supply of public cultural products between urban and rural areas naturally has the characteristics of continuous aggregation and continuous differentiation.

Taking the allocation of public cultural resources in the county-level administrative area as an example, public facilities such as libraries, museums, cinemas, cultural centers, and cultural squares are highly scarce public goods, and in the planning and construction, they are designed to be distributed in the central urban areas of the region. Based on the market, cultural products that proactively cover rural areas are mainly low-end entertainment products such as internet cafes and KTV, with uneven quality and weak supervision, which have caused a huge difference in the supply of cultural products between urban and rural areas. The lack of carriers for rural culture not only leads to a lack of population cohesion in rural areas but also exacerbates

3.4 Protection, Inheritance, and Innovative Development of Ethnic Culture Urgently Need to Be Improved.

Ethnic culture is an important foundation of China's cultural diversity. Economically, ethnic culture is closely related to ethnic characteristics. Developing and protecting ethnic culture is

conducive to promoting the sale of ethnic tourism products, promoting the development of ethnic regions, and achieving the innovation and inheritance of ethnic culture. However, in the process of contemporary market economy reform, ethnic culture also faces many challenges. First of all, ethnic culture faces the risk of homogenization and marginalization. Under the conditions of the market economy, economies of scale have greatly impacted the production of minority ethnic products. Due to the low output and high cost of ethnic characteristic products, standardized and homogenized products are increasingly prevalent, and ethnic characteristics are gradually fading away. Popular culture also greatly influences the recognition of their own culture by minority ethnic groups, and has far-reaching impacts on their way of life, further exacerbating the loss of ethnic characteristics caused by cultural fusion. Finally, the current means and methods of protecting ethnic culture are relatively backward, and there is an urgent need to improve innovation in ethnic culture protection. Innovating the mechanism for protecting ethnic culture and finding a balance between inheritance of ethnic culture and integration with all ethnic peoples has become increasingly urgent. According to the survey results of this research team, in the understanding of Yunnan's rural culture, there is generally no strong differentiation and recognition of regional culture, ethnic culture, and cultural diversity. The role of ethnic culture in the cultural construction of the entire province is still waiting to be explored and nurtured.

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